

Interview Shortlisted Company – European Small and Mid-Cap Awards 2017

Name of the company
GARO AB
Why did you decide to go public?
The main reason was that the previous owners were about to retire from their positions.
What has been the reaction from investors, customers, employees, etc following going public?
We have only met very positive comments from customers and employees. Many investors found it interesting to invest in a company founded in 1939 with a nice growth.
What have been the benefits to your company?
There is a lot of benefits, marketing is easier, the company has been more known in the market.
What were the main challenges in taking your company public?
The main challenge was of course the process itself, a lot of work in a very short time.
What experience would you want to share with companies that are thinking of going public?
The positive response that makes your company more known in the market. We did not expect that from the beginning.
What do you believe are the top qualities of your company?
<ol style="list-style-type: none"> 1. Strong balance sheet 2. Good profitability 3. High level of product development and strong presence in the market.
Where do you see yourselves in 5 years?
Bigger company, still nice growth and new product areas. Also presence in new markets.
Have you had any assistance from the European Union, e.g. funding projects, etc.
Yes, to some extent in our Polish company.
If you had 3 wishes come true: What should the EU do to encourage more SMEs to go public and to provide ongoing support for listed companies?
<ol style="list-style-type: none"> 1. More information and support about the process and the way forward. Many SMEs are afraid to go public just because there is a lack of information. The ongoing support is not that critical, encourage new companies to take the first step is more important.